Non-native Species – Communications in GB

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GB Non-native Species Secretariat
Two awareness raising campaigns based on key pathways of introduction
Be Plant Wise

- Launched February 2010
- Prevent aquatic plants being accidentally / deliberately introduced into waterways
- Gardeners, pond & aquarium owners

DID YOU KNOW
Invasive aquatic plants can damage our ponds, waterways and the environment? Find out how you can become plant wise today.

KNOW WHAT YOU GROW
COMPOST WITH CARE
STOP THE SPREAD

www.direct.gov.uk/beplantwise
Since campaign launch...

- 230 retailers involved
- 800 BPW packs
- 152,000+ leaflets
- Events
  - Chelsea Flower Show
  - AQUA
Check Clean Dry

- Developed in partnership with stakeholders
- Launched March 2011
- Prevent spread of invasive freshwater plants and animals on equipment and clothing
- Anglers, boat and kayak users
Since campaign launch...

- 60+ NGO and trade partners
- Materials
  - 47,000+ leaflets
  - 4700+ posters
  - 20,000+ stickers
  - 2300 fixed biosecurity signs
Biosecurity signs

>2300 across GB

- England
  - 1246 Angling
  - 556 Boating
  - 118 Stop the Spread
- Scotland
  - 270 Angling
  - 113 Boating
- Wales
  - 44 Angling
  - 6 Boating
Welcome to the Better Biosecurity course.

To get the most benefit from the course, we suggest you work through the topics in order. Start with **WHY IS BIOSECURITY SO IMPORTANT?**. Next, **BEFORE YOU GO OUT** will help you prepare to avoid biosecurity risks. Then work through **CHECK, CLEAN and DRY** to try applying the principles in practical situations. Finally, check what you've learned in the **ASSESSMENT**.
Check Clean Dry GB
@CheckCleanDryGB
Official feed for the GB Check Clean Dry campaign
nonnativespecies.org/checkcleandry

Cumbria Invasives @cumbrainvasive · Jan 22
#cumbriaisbeautiful Our rivers and lakes are so beautiful Lets help to protect them #biosecurity @CheckCleanDryGB

Lee Metcalfe @photolee69
The Golden hour
@CumbriaWeather @Windermereapp #LakeDistrict #waterhead #winter #sunrise
leemetcalfelandscapescenedevelopment.com
Invasives Week 2015

1. Killer Shrimp

Killer by name and killer by nature. These diminutive shrimp, which grow to just 3mm and hail from rivers in eastern Europe and western Russia, are actually voracious predators that gobble up everything in sight from our native pond and river invertebrates, and can disrupt the delicate balance of life in waterways. They can survive over two weeks out of water as long as they’re kept cool.

Defra UK
@DefraGovUK

1/2 Local action groups across Britain are giving their time to help prevent the harmful impacts of invasive species #invasivesWeek

View details →

Cefas
@CefasGovUK

Aquatic Invasions - NS Invasive Comb Jelly #CefasScience #invasivesWeek OPEN ACCESS ow.ly/lprgq

View details →

SEPA
@ScottishEPA

Make sure you know how to #CheckCleanDry - goo.gl/J5rFa #invasivesweek pic.twitter.com/1HJbxV5y5W

View photo →

WSFTrust retweeted

BuzzFeed

12 TINY THINGS THAT CAUSE HUGE PROBLEMS

Help protect our wildlife from these tiny invaders! They may look harmless but they can cause big problems & fit to their own devices!
Invasives Week 2016  
29 Feb – 4 March

- Themes
  - Launch day
  - Biosecurity
  - LAG work
  - Education
  - Stakeholder work

- More offline action!
Invasives Week 2016  29 Feb – 4 March

Happy Birthday
Check Clean Dry!

Stop the Spread of invasive species on water sports equipment and clothing

when you leave the water

www.nonnativespecies.org/checkcleandry